

**The Evening Herald.**  
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HAVE YOU NOTICED IT?

PERHAPS you are not as careful a reader of the daily newspapers as the average editor must be. Perhaps you just give the "home papers" the "once-over" and let it go at that. But even so you must have noticed one outstanding feature of the daily run of news in the Evening Herald during the past sixty days, or since January 1st. This is the fact that not a day has passed since 1916 began without there having been recorded in this newspaper some important business development in Albuquerque. Today it is the expansion of one of the old established business houses, by doubling its floor space and extending its field. Yesterday it was the purchase of two additional cars for the City Electric company, the equipment for Albuquerque's semi-suburban electric railroad. The day before that was the purchase of a substantial figure of a three-story business block on First street. The day before that was the announcement of a large flat building about to commence. And so on right back to the first day of 1916 you can run through the pages of the Herald and each day you will find recorded at least one important business transaction which means development, expansion—confidence.

Haven't you noticed it? Possibly there are a few men in Albuquerque who have not. It appears to be a lamentable fact that there are still one or two men in this community who do not know that property has come and who persist in howling calamity. These men are likely to wake up some fine morning and find that Albuquerque has spread out on all four sides, and has left them in the middle of their real estate holdings, vastly richer in spite of themselves. Every community has such men. Perhaps Albuquerque has fewer of them than most cities of the size. They are inevitable—like the spring winds—and about as disagreeable.

Yet we who do watch the news reports and who have kept tabs on the movement that has set in since January 1st can afford to forget the grumblers. We are watching the university hill grade come down, a public improvement which has been waiting untouched until now for twenty years. Soon we will see the trolley cars climbing the hill and it is not at all unlikely that we will see them running beyond the city limits in other directions.

When a town of Albuquerque's size and situation gets a start it very often keeps going and nothing short of national disaster and disrupting panic can stop it. It begins to look as if Albuquerque had acquired that kind of a start. A population of 50,000 for this city in 1920 is by no means an idle dream or a "booster's slogan." It is very likely to prove less than the fact.

TO ADVERTISE ADVERTISING.

TO BRING before the public the facts about advertising and its value to the consumer, a great campaign to advertise advertising is being put in operation by the Associated Advertising Clubs of the World, which has its national headquarters in Indianapolis.

From a letter written by President Woodrow Wilson to Herbert S. Houston, president of the Associated Advertising Clubs of the World, the first piece of copy to be used in the campaign was prepared. In this letter President Wilson said in part:

"Advertising is obviously a factor of constantly increasing power in modern business and it very vitally affects the public in all its phases, particularly since the agencies for the dissemination of advertising have increased so remarkably in recent years. For business men, therefore, it is of the utmost importance that the highest standards should be applied to advertising as to business itself.

"I think the country is to be congratulated on the work of the Associated Advertising Clubs to establish and enforce a code of ethics based upon candid truth that shall govern advertising methods, and the effect of its work should be of the greatest benefit to the country.

"It augurs permanence and stability in industrial and distributive methods because it means good business judgment, and, more than that, it indicates

a fine conception of public obligation on the part of men in business, a conception which is one of the inspiring things in our outlook upon the future of national development."

Following President Wilson, there will be advertisements written by such men as Bishop Warren A. Chandler, Arthur Brisbane, Joseph E. Davies and Hugh Chalmers. Later a series of advertisements, unsigned, prepared by recognized advertising experts, will appear. Space for the presentation of this campaign is to be donated by newspapers, magazines, trade papers, posters, painted bulletin boards, directory publishers, street car advertising interests and other sellers of advertising.

Widespread appreciation of what a force toward economical distribution of the world's goods advertising has been will be made possible by this campaign.

"We know that advertising has produced quantity production and more rapid selling, making labor saving machinery and other economies possible, and that it has reduced the cost of everything that has been judiciously advertised and otherwise properly handled," said Carl Hunt, editor of Associated Advertising, in a recent address at Chicago.

"We know that the buyer, in all cases, has paid the cost of selling and that advertising, through reducing selling costs, has been a public benefit.

"We know that advertising has placed wide markets within the quick and easy grasp of those who have meritorious things for the public and we know that many an article which required a wide market to make its manufacture possible at all, would not exist were it not for advertising.

"We know that advertising by making wide markets possible, has offered an incentive to inventors and to masters of business to produce better goods.

"We know that the influence of advertising has been upon the food market—how it has enabled the manufacturer of high ideals to put into effect sanitary regulations representing huge investments without increasing the cost of his products, because these costs were divided over a very large number of sales.

"We know the food manufacturer has felt able to do such things because he has fortified with the knowledge that he could educate the public to a realization of the necessity for better, cleaner food and that the public would stick to him.

"We know that advertising and shoddy goods are not likely to be bed-fellows long and that advertising has reduced the waste the world has always experienced through buying goods that do not serve as they should. There is a diminishing market for shoddy things.

"We know that advertising has saved our time in two important respects—and time is money. First, it informs us where to go for things we need and, second, we know we can buy without barter—for it has enabled the advertiser to teach us that we can buy from him with safety even though we lack expert knowledge of what he sells.

"And one of the greatest of all benefits of advertising has been that it has brought the price of almost countless publications within the reach of the poor as well as the rich. Thus, indirectly, it has brought to all the writings, the thoughts of the brightest minds of the age. It has brought the poor man his picture gallery, for in the advertising spaces and in editorial spaces the greatest artists enrich our knowledge of things beautiful. It has helped to democratize education."

STILL THE TRADE BALANCE CLIMBS.  
EXPORTS for January fell somewhat below the mark set the previous month, the total being \$335,235.30 as compared with \$352,500,000 for December. As compared with January a year ago, however, there was an increase of nearly \$65,000,000. Imports are still increasing, the total for January being \$184,192,299, an increase of more than \$12,000,000 over December. Nearly 74 per cent of the imports were free of duty, indicating increased imports of raw materials and decreased imports of manufactured European goods.

For the seven months ended with January the exports from this country totaled \$2,181,312,322, or 64 per cent higher than for the like period of the preceding fiscal year, and 40 per cent higher than the former best record made in 1912-13. Imports for the seven months ending with January last totaled \$1,696,979,173, being about \$500,000 more than the former high-record total of \$1,096,482,767 recorded in the seven months of 1912-13, and \$166,500,000 more than for the corresponding period of 1914-15. The seven months just ended showed an export balance of \$1,084,333,149, being about two and a half times that for each of the corresponding seven-month periods of the last five fiscal years.

Our international gold movements were comparatively small, imports thereof during January last amounting to \$15,000,000 and exports \$10,212,547. The aggregate gold imports

Real People of the War

BY ROBERT MOUNTAIN

Hassan The Goatherd Bathes His Feet And Talks Of War

Arcton's Note.—These are authentic interviews with real people from the trenches—the class upon whom the real burden of War falls always. I have faithfully recorded their thoughts and feelings as they are, without prejudice, without flattery. Missa has been simply the work of the chronicler.

IF HASSAN THE GOATHERD had not been killed by British artillery or Turkish surgeons—one is almost as dead as the other—he is still my self-appointed friend. For, when I gave him two packages of tobacco and cigarette papers sufficient for several days' needs and meditations, did he not wish me all the joys of Paradise and the blessing of Allah, Akbar Allah?

When I met Hassan through the informal introduction of the tobacco, he was sitting on his small iron bed, one of 1,500 in Galata Serai hospital in Constantinople. Hassan's left arm was in a sling and his bare feet in a basin of water. At this point it should be recorded that even a hole made in a Mohammedan's arm by a dog of an infidel cannot keep the true believer from performing his ritual ablutions, although not a single drop of water may touch the remaining surface of his body for weeks.

"I hope your wound will soon be healed," I said to Hassan, ignoring the fact that I was interrupting his daily foot bath. "Then perhaps you can go back home."

"No, effendi, I must soon again go back and fight the infidels (English). It is the will of Allah."

Since I am not a Mohammedan, I might have told Hassan that it was the will of Allah—no, not even if his representative here on earth, Sultan Mohammed V.—but of the Sultan of the Germans, Emperor Wilhelm, who prays to his God for a Holy War. But Hassan is a simple-minded fellow who believes that American bullets, dum-dummed by the English, will kill his wife and children and goats if he does not kill the infidels. He believes it because the Germans have told him so, and to strengthen his belief they have distributed pictures throughout the Turkish Empire, showing how all Christians—the Germans supposedly do not include themselves in this category—mutilate and kill those who reverence the name of Allah.

"Do you like Gallipoli as well as your home in Anatolia?" I asked Hassan, with the hope of loosening his Turkish tongue.

"No, effendi," he began, "you must know that Anatolia is very beautiful. There I watch my goats and sleep and eat. In our country we have

for seven months to January 31, 1916, were \$222,032,286, about nine times the amount imported in the seven months preceding January 1, 1915; and gold exports aggregated \$34,056,905 in the first seven months of the current fiscal year, against four times that amount in a like period of the preceding year.

Motor Tax Money Apportioned.

Santa Fe, N. M., March 2.—Motor license receipts yesterday were apportioned between the state and the various counties. The total was \$5,187, of which \$415 went for administrative expense and half the remainder to the state. The counties received the following sums:

Bernalillo, \$177.58; Chavez, \$276.24; Colfax, \$106.95; Curry, \$130.28; Dona Ana, \$106.95; Eddy, \$234.68; Grant, \$235.42; Guadalupe, \$114.19; Lincoln, \$122.69; Luna, \$191.60; McKinley, \$26.68; Mora, \$335.56; Otero, \$56.69; Quay, \$89.24; Rio Arriba, \$111.04; Roosevelt, \$60.72; Sandoval, \$111.90; San Juan, \$26.68; Sierra, \$211.16; Socorro, \$88.32; Taos, \$6.44; Torrance, \$54.28; Union, \$136.24; Valencia, \$33.12; total, \$2,350.69.

Vest Pocket Essays

BY GEORGE FITCH

BULLDOGS

THE bulldog is the Dreadnaught of the canine tribe. He is constructed by Nature in a belittled mood, and is admirably fitted for anarchy and rebellion.

The bulldog is not as large as the mastiff, which is something for which to be thankful. He has a round, tapering body, a foreshortened tail, front legs shaped like the two sides of a lyre and a chest which is so broad that you have to get around on one side to see the rest of him. The most distinguishing feature of the bulldog is his head. This is round, finished off at the top with small round ears, and for the rest is composed almost entirely of jaw.

The bulldog's jaw is capacious, and is very substantially made, so as to enable him to grab an automobile by the hind wheel and shake the engine out of it if necessary. Both upper and lower jaws are profusely decorated with a menacing and unseemly look which prevents strangers from picking him up and taking him home to play with.

Nature heartlessly gave the bulldog only the rudiments of a nose which looks as if it had been kicked by a mule. It has defective flues and gives the owner a painful exhaust. The bulldog also has a re-treating forehead which cannot be opened until the full of the moon. A United States Senator holding on to his vested interests is a vacillating and feeble creature compared with a bulldog which has closed his

big birds that are very, very bad. They sometimes catch the kids and lambs and chickens. Once I killed one of these bad birds. But when we are fighting in Gallipoli there is another kind of bird. It is so queer, not like those where I live at all. This bird is very big, but it never catches anything. It always flies very high, and I do not like it.

"Every time it comes," he frankly explained, "I am very much afraid, for it drops things like big bullets on us and they make a great noise and kill some of us. When I see this bird I fall on my knees and cry, 'Aman, Allah, I am finished!' But it never did finish me.

"When we shoot with our cannon," Hassan continued, after I had made certain that he had no idea that aeroplanes were anything but enormous birds, "the balls are at very little, like coffee grains, but the English balls, aman, Allah! they are as big as watermelons."

"Yes," interrupted a fellow soldier lying in the next bed—his left leg had been smashed by a piece of shell and had been amputated—"yes, it is like that. I remember well. This English boy says, 'Dagbetti, dagbetti!' (Terrible, terrible). I am glad that I will not have to go back."

"I was wounded in a different way, not like that," resumed Hassan, as he pointed to his neighbor's leg. "One day came a shrapnel when I was sitting in a trench. When I saw this big thing coming I said to myself, 'It is not worth while to go out,' but the trench went. Every-where was ask. It was all over me. I tried to ask Allah to save me, but the hand got into my mouth. Then they came with shovels and dug me out. I am glad to be here. There is no noise here, and there are no Germans to make me work."

By this time Hassan had finished his foot bath. A cigarette had been rolled for him and lighted with the contrivance of flint, steel and rope that is a part of every Turk's equipment. Hassan had a quiet, un-Germanned spot and a cigarette, and he became silent.

"Is there anything more that you wish, now?" I asked.

At first Hassan the Goatherd made no answer. Then came this reply, "Home and my goats."

In case you do not care to foot with a liver pill, the net returns from a dyspepsia remedy are almost as large and just as certain.

If she insists that she is a "lady," the chances are she isn't.

You probably have noticed that a man never devotes much time to wheeling his second baby around the block.

The man who knows a celebrity well enough to call him by his first name never overlooks an opportunity to do so.

Now that there is nothing else before the meeting, what is the idea that animates the tailor who puts an inside pocket in a vest?

No homeopathic religion taken very well. To secure a hold on the people a religion must be allotropic in its nature.

Until a man does something noteworthy the little bunch of whiskers on his chin is described as a "goatee." After he achieves eminence it is referred to as an "Imperial."

Where It Belongs.—"I find that I have again bought a quarter section of bright blue sky."

"What are you going to do about it?" asked his friend.

"Charge it to overhead expenses."

Explained.—"Paw, why do you call the doctor that brings the baby a stork?" "Because, my son, of the size of his bill."

A Misconception.—"Give me a dollar's worth of belladonna, please."

"A dollar's worth of belladonna! What in the world do you want with that much of such a drug?"

"I'm sick and tired of teaching kindergarten, and somebody told me belladonna would enlarge the pupils."

The Young Lady Across The Way

Grab an automobile by the hind wheel and shake the engine out of it

Because of their faithful and well directed ferocity, bulldogs are greatly beloved by their owners exclusively. Moreover, they are highly prized for their vigilance, just as in prehistoric pictures are. An abnormally bow-legged bulldog, with a five-gallon chest and a face which looks like an old rubber shoe in a fit, will frequently bring \$1,000 to his designer.

In spite of their appearance and their talents, bulldogs are affectionate and kind with those to whom they have been properly introduced. For this reason we should strive at all times to enlarge our social acquaintance with bulldogs, especially when traveling in a strange country.

On Agin On Agin

Ferrant Fancy  
This is about the time of year when Fancy (fatuous fool) Goes straying 'round the edges of some minnow-muddled pool; One hears the frogs go "Gull-wump!" or tell you it's "knee-deep!"

This vision will grow stronger as the seasons onward creep. But when 'tis spring and we have had a heated day or two, That same fool Fancy will bring back a snowy day to view!

I love the summer, when 'tis cold; In spring I like the fall; The summer, in the winter time, I love the most of all. I love to snowball folks in June, and coast through warm July. In January, o'er the stream I'd cast the tempting fly. In mid December I'd go forth and pluck the daisied dell. I strongly hope that heaven won't give me a yearn for the other place!

Finnish Philosophy  
The poorest-paid occupation in all the world is worryin'.

A Preparedness Thought  
This preparedness and anti-preparedness dope reminds one forcibly of the ancient wheeze of the dog-owner who asked the man who had killed said mutt with a pitchfork, why he hadn't taken the other end of the fork to the dog, and the pitch-forker retorted with a query as to why the dog hadn't come at him with the other end. If European nations come at us with the Christian end, we can answer them with soft words and Bryanese gentleness. Otherwise, we shall have to go back at them with the same sort of stuff they hand us.

Consolation  
N. Peck—Here I am, with my nose to the grindstone, as I have been for years and years! Mrs. N. Peck—Fish! You ought to be glad that the grindstone does a bust on you, as grindstones do, sometimes.

How They Voted  
"How did you two vote in the late election?" "Well, Brown here knew Smith, so he voted for Jones. I knew Jones, so I voted for Smith."

The Provoking Answer  
"Who dares," the ranting speaker cried, "dispute the things I say to-night?" A quiet voice at once replied: "Well, tell us who it is—I'll bite!"

Took Her At Her Word  
She said she'd "not a thing to wear." I quickly left the place. Were she to dress thus, I'd not dare To look her in the face.

Can't Always Tell  
"But do you think that cadaverous fellow will be any good to look after a gang of workmen in the winter time?" "Well, the jewelers tell me that some of these thin models make the best time-keepers."

"Snootin'!"  
Recently one of the greatest painters of poultry was operated on at St. Louis hospital. Poultry painting, perhaps, does not require great ability. We know a butcher who never had an art lesson in his life who can paint a chicken in a minute, so skillfully that the most careful cook has only to wash it a little and put it in to roast.

Where It Belongs  
"Well," said Offenstump, "I find that I have again bought a quarter section of bright blue sky."

"What are you going to do about it?" asked his friend.

"Charge it to overhead expenses."

Explained  
"Paw, why do you call the doctor that brings the baby a stork?" "Because, my son, of the size of his bill."

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Cartoons Of The Day



China (Dropping popular government): No no hustle self now!

SUDDEN REQUEST OF JAPAN TO SUSPEND MISSION SENSATION

[Associated Press Correspondence]

Peking, Japan's sudden request that Minister Chow Tzu-chi's special mission to Japan confer the highest Chinese decoration upon the Japanese emperor has postponed until a more convenient date created a decided sensation in Peking.

The request for the delay came after details of the trip had been prepared and the Japanese minister, Mr. Hiroki, had given a farewell dinner to Minister Chow. Tokyo had announced its complete readiness to receive the distinguished personal envoy of Yuan Shi-kai. He had expected to leave Peking January 18 and was to arrive in Tokyo five days later and begin a round of entertainments prepared for him.

Chinese newspapers, almost without exception, interpreted the postponement as a direct and studied insult to Yuan Shi-kai and gave little consideration to other suggestions. They say Japan has no thought of doing anything to dignify Yuan Shi-kai and assist him in winning international standing for the new monarchy in China.

Many foreigners in China believe the recent throwing of the bomb at Count Okuma and the consequent unsettled conditions in Japan are in themselves sufficient to justify Japan in refusing to receive a foreign guest when it is not sure it can protect him from anarchists. Other foreigners are of the opinion that Japan has begun negotiations with Grand Duke George of Russia, which are of such a character that they might be described as "imperial."

A Strong Indorsement  
W. H. Holmes of the Decatur, Ia., Journal says: "I have been a sufferer from Piles and Hemorrhoids for years. I got no relief until my druggist recommended Meritol Pile Remedy. Before I had taken half the package the distress was gone and I have had no trouble since. I would not take a thousand dollars and be back in former condition." Price \$1.00, Orwell Drug Co., exclusive agency.

SERVICE

is the slogan which guides this Bank.

By SERVICE is meant not merely that customary readiness to receive your money, and keep it subject to your draft, but PERSONAL service that goes deeper and to the point of an active individual interest in and care for the welfare of our depositors, and the wise extension of every banking facility that is consistent with sound and conservative business principles, for your interests and our own.

IN ADDITION to the general banking facilities of a strong National bank, this institution is now authorized by the Federal Reserve Board, under provisions of the Federal Reserve Banking law, to act in all the more important and most useful capacities of a Trust Company—to act as trustee, to act as administrator, executor and registrar of stocks and bonds. These facilities also are at the disposal of our customers and the public.

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